

Search Notes

Application/Control No.

10/690,328

Examiner

Peter Coughlan

Applicant(s)/Patent under
Reexamination

ELBAZ ET AL.

Art Unit

2129

SEARCHED

Class	Subclass	Date	Examiner
706	48	1/14/2008	PDC
706	53	1/14/2008	PDC
709	204	1/14/2008	PDC
709	223	1/14/2008	PDC

INTERFERENCE SEARCHED

Class	Subclass	Date	Examiner

**SEARCH NOTES
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
East--patterns, probability, status, percentage, anticipates, chance, contingences, expects, likely, cost w/ click, Lycos	1/14/2008	PDC
East--II--keyword, category, web page, searching, browsing, related, access, advertiser, sponser, previously, match,	1/14/2008	PDC
East--III--concept, theme adjustable, establish, previous, bidding w/ keyword, recording, internet, advertising	1/14/2008	PDC
East--IV--search engine, vector, cluster, concept, meaning, informon, user w/specific, web w/advertising, alter w/advertising	1/14/2008	PDC
IEEE--theme, concept, keyword, category, web page, searching, browsing, related, access, advertiser, sponser, Lycos advertise	1/14/2008	PDC
IEEE--II--previous patterns, probability, status, percentage, anticipates, chance, contingences, expects,	1/14/2008	PDC
Inventors Gilad Israel Elbaz Adam J Weissman	1/14/2008	PDC